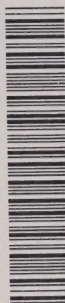


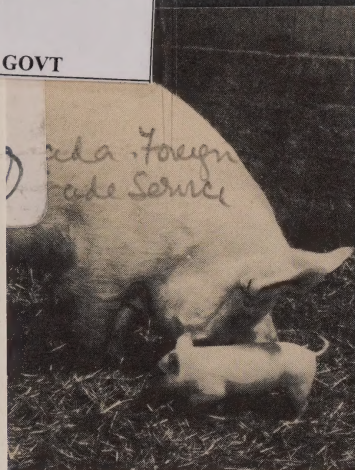
CA1
TC 30
-48C11

GOVT

Government
Publications

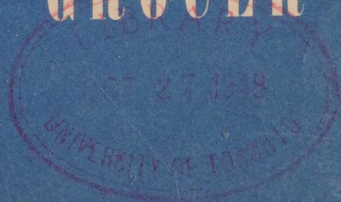


3 1761 11969301 8



CANADA

- BUTCHER
- BAKER
- GROCER

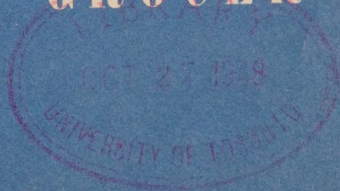





CANADA



- BUTCHER
- BAKER
- GROCER





Digitized by the Internet Archive
in 2023 with funding from
University of Toronto



CANADA

BUTCHER, BAKER
AND GROCER

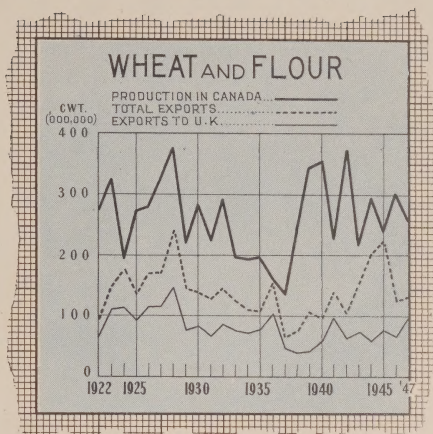
Prepared by

FOREIGN TRADE SERVICE
DEPARTMENT OF
TRADE AND COMMERCE



Canadian wheat, which is grown principally in the Prairie Provinces. Great Britain obtained 82 per cent of her imported wheat from Canada in 1947 and 74 per cent of her flour.

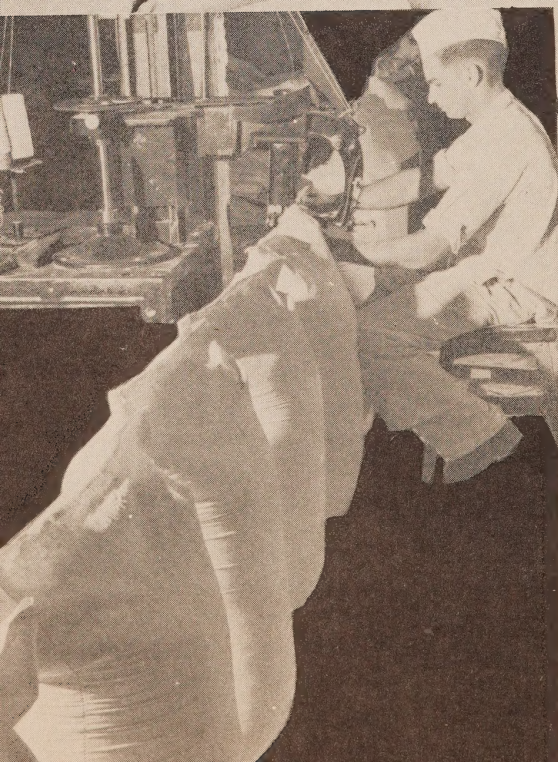
GREAT BRITAIN has for many years been Canada's principal overseas customer for a wide variety of staple and fancy foodstuffs, from wheat in bulk to prepared sweets. More than half the food imported by the United Kingdom each year is now obtained from Canada, as compared with only one-quarter before the war. Canadian agricultural production of essential items was substantially increased during the period of hostilities to meet the needs of armed forces and a civilian population in Great Britain that was unable to secure supplies from many of its normal sources. The world demand for foodstuffs has continued into the postwar years, thereby placing a heavy responsibility upon those nations in a position to supply those countries lacking the necessary resources and facilities to restore their own economy.



Special consideration has been given to needs of the United Kingdom, a traditional market for Canadian goods. It is also appreciated that the successful rehabilitation of Western Europe depends to a large extent on the restoration of Great Britain as an important trading nation. Definite quantities of staple items, such as bacon and cheese, are set aside for shipment to the United Kingdom at production points. During the war, these "set asides" virtually removed canned salmon and eight of every eleven pounds of cheese from the Canadian domestic market and from the rationing system then imposed on the Canadian consumer. A steady flow of foodstuffs eastward across the Atlantic was thus ensured.

Although rationing has been abandoned and the domestic consumption of foodstuffs has increased, a substantial surplus is still made available for export. Canada has entered into a four-year contract to supply Britain with 16,000,000 long tons of wheat, of which, 1,500,000 tons shall consist of flour. She has also undertaken to supply large quantities of bacon, cheese and eggs.

While volume was of prime consideration during the war, standards were raised through the application of research and new techniques. Products were scientifically selected, tested, graded and packaged. These developments, with improved transportation facilities and controlled temperatures, now enable Canadian shippers to deliver in British ports produce of the highest possible quality. Although shippers have no control over their foodstuffs once these have been delivered in the United



*Flour awaiting shipment to
Britain from Quebec.*

*Sewing sacks of flour in a Cana-
dian mill.*



Flour, produced from Canadian wheat, passes through five grinding stages.

Laboratory tests assist in producing better bread.

Canadian flour, shipped to 76 countries in 1947, being loaded in Saint John.

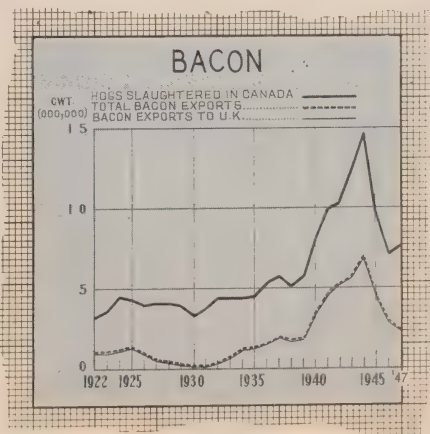


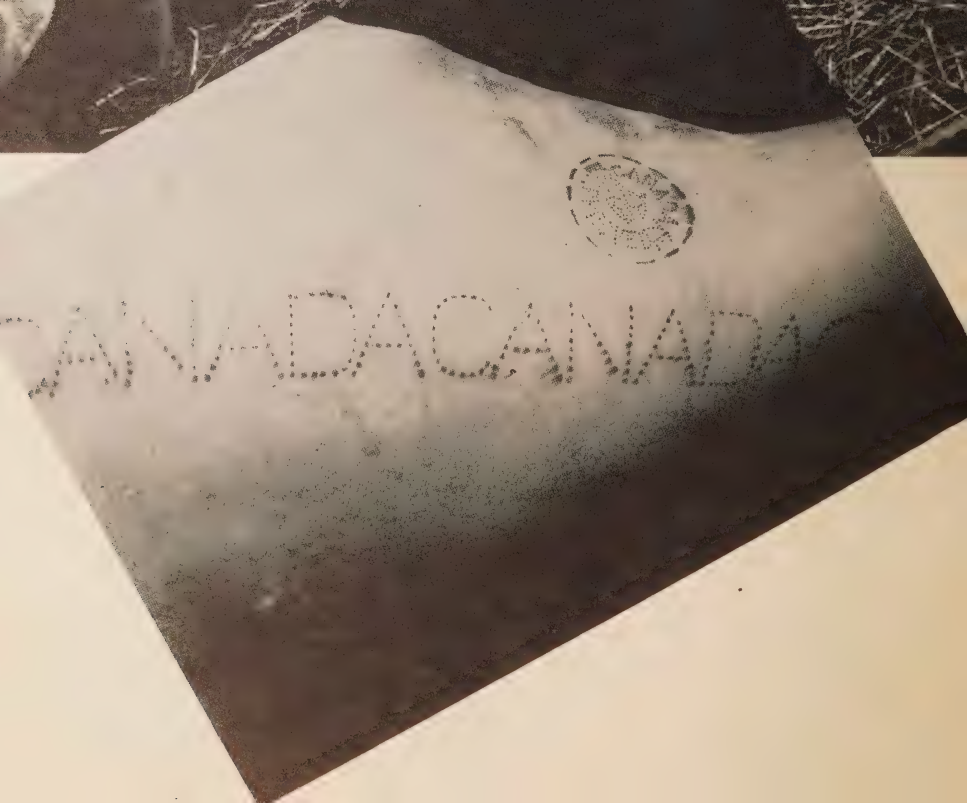
Canadian bacon is produced to uniform standards required by the British market and flavoured to the British taste. Great Britain obtained 74 per cent of her imported bacon from Canada in 1947.

Kingdom, every effort is made to ensure that the ultimate consumer is supplied with goods as specified. It is appreciated that the day will eventually come when the housewife can again indicate the brand of her choice. The reputation of Canadian foodstuffs must, therefore, be maintained during the present period of austerity, if Canada is to retain her favoured position in the British market.

The United Kingdom imported during 1947 a total of 169,897,000 cwts. of the more important foodstuffs, of which 91,166,000 cwts. were obtained from Canada. This represents a percentage of 53.6. Canada supplied 82 per cent of Britain's foreign requirements of wheat, 74 per cent of the flour obtained from abroad, 93 per cent of the oats, 74 per cent of the bacon, 79 per cent of the ham, 12 per cent of the cheese, 18 per cent of the poultry, 47 per cent of the shell eggs and 16 per cent of the dried eggs. Further details, including a comparison with imports in 1938, are set forth at the back of this brochure.

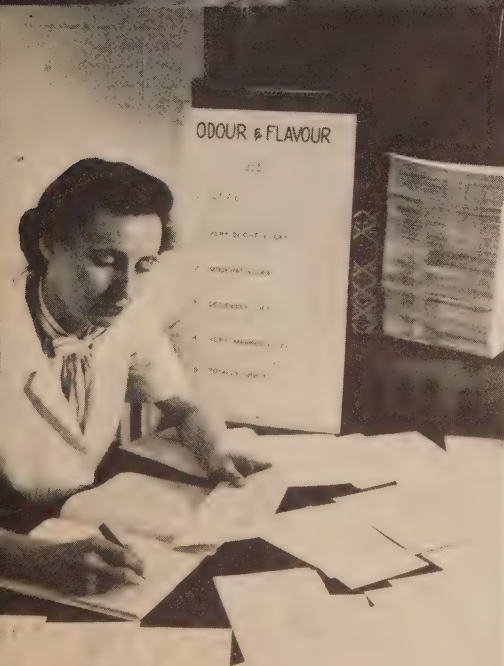
EXPORTS OF BACON from Canada to Great Britain during the six war years exceeded total shipments for the preceding 35 years. Ninety-five per cent of all Canadian hogs are of bacon type. The bacon itself is produced to uniform standards required by the British market and flavoured to the British taste. Sir Andrew Jones, C.M.G., head of the British Food Mission in Canada, said on this subject: "Speaking not as an expert, but as an ordinary consumer, I would say that the Canadian bacon supplied to Great Britain during the past six years is in all respects up to the standard of the British and Danish product. It has met with ready acceptance by the British housewife who, contrary to the view I have frequently heard expressed, does realize the extent to which she relies on Canada for her meagre ration. The Canadian Meat Board, with the co-operation of the hog producers and the packing houses, has done a fine job of work in suiting the quality and flavour of Canadian bacon to the British taste."







Hogs of correct bacon size, 200-210 pounds.



*Official government stamp of approval
on a Wiltshire side.*

Wiltshire sides in a cold storage warehouse.

National Research Council, in Ottawa, assists bacon industry in improving quality of Canadian product.



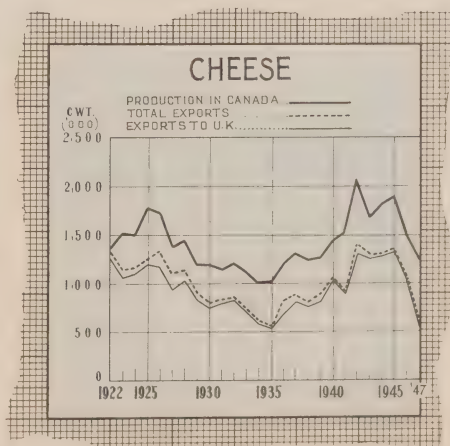
Skirt cloths protect Canadian cheddar cheese, which has established a high reputation over the last seventy-five years. Twelve per cent of the cheese imported by Great Britain in 1947 came from Canada.

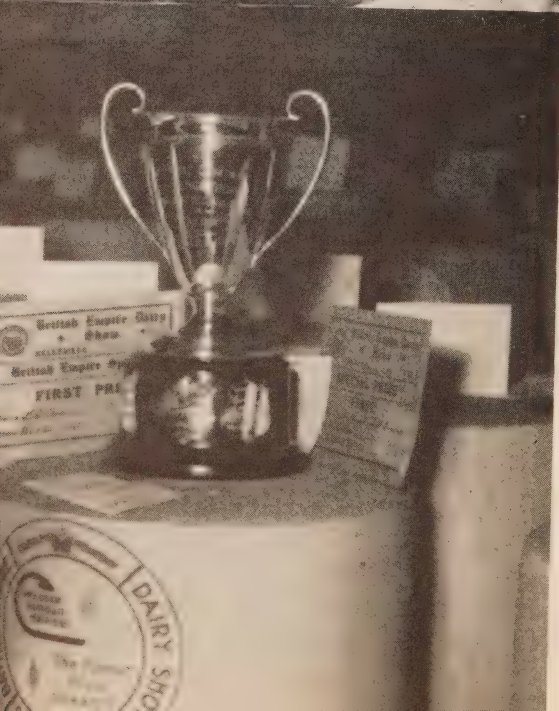
The National Research Council of Canada has constructed a bacon-testing laboratory for the purpose of raising and maintaining the high quality of Wiltshire bacon for the British market. The current procedure is to salt the meat in Canada before its shipment to the United Kingdom, where it is smoked. It is maintained by the industry that a more stable product could be provided if the smoking were done in Canada prior to shipment. Meat from hogs of the correct bacon size—200 to 210 pounds—is brought to the National Research Council laboratories in Ottawa after being officially approved and salt-cured. A small section is then placed in a miniature, electrically-heated smokehouse, after which the smoked bacon is sliced and grilled.

The cooked bacon is placed in small, sterile, glass dishes, and passed to testers, seated in air-conditioned cubicles. Their opinion of the flavour is set down on score cards, which are then collected and the information tabulated. This is made available to the bacon industry, so that variations in the processing and keeping qualities of the product may be assessed. No effort is spared in achieving the highest standards for Canadian Wiltshire sides.

During a recent visit to Manchester, a representative of the Canadian Department of Agriculture, stationed in London, was informed by butchers, meat dealers, wholesalers and other retailers that Canadian bacon was held in high regard. They were favourably impressed by the steady and substantial shipments of Canadian bacon to Britain, and by the improved quality that is meeting with the satisfaction of householders.

OVER A PERIOD of seventy-five years, Canada has established a high standard of quality for her cheese of cheddar type, which has enjoyed a ready sale in Great Britain. When dairy production was stimulated during the war by the payment of producer subsidies, some 206,000,000 pounds of cheddar cheese were produced per annum in Canada.





Agricultural shows stimulate production of higher quality foodstuffs, handsome prizes being awarded to winners.



Canada's cheese exports in 1947 totalled 62 million pounds, of which 60 millions were shipped to Britain.

Curd is cut after being malted – in an experimental vat.



FARMING AREAS



Legend



Wheat and other grains



Fruit and Vegetables



Livestock Areas



Dairy Farming



Mixed Farming

S OF CANADA



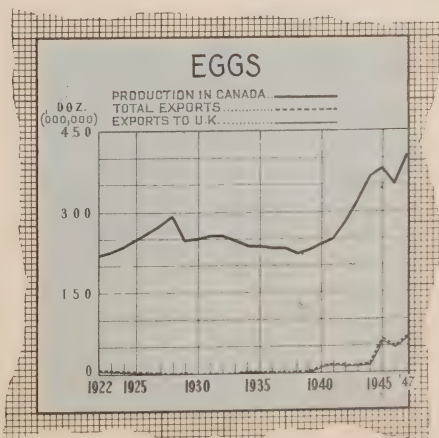


Eggs awaiting shipment to United Kingdom. Canadian hens laid 4.5 thousand million eggs in 1947, of which 665 million shell eggs were exported to Great Britain, 47 per cent of whose imports were obtained from Canada. "Sugar dried" eggs were also shipped in large volume.

When price control was abandoned on June 1, 1946, producer-subsidies were terminated, and the output declined. However, of Canada's cheese exports in 1947, amounting to 62 million pounds, no less than 60 million were shipped to the United Kingdom. Special types of cheese are also produced in Canada, such as Roquefort and Cheshire, while the Trappist Monastery at Oka, in Quebec Province, has established a high reputation for Oka cheese. Limburger and lesser-known varieties are likewise available. By-products from cheese are being utilized to an ever greater extent in Canada. Lactose, made from milk-sugar crystals obtained from whey by a process of evaporation, is used for many purposes. It has gained special attention as a media for the growth of the mould from which penicillin is obtained.

CANADIAN EGGS for export are packed in grading stations under government supervision. Their selection, marketing, packing and transportation follow a set pattern, designed to meet British requirements, while railway cars are heated in winter and iced in summer to maintain the desired temperature. Improvements have also been made in the refrigerated chambers aboard ships, and producers have no hesitation in stamping the word CANADA on every egg destined for the British market.

Provision has been made to supply Great Britain with more eggs during the autumn and winter months, resulting from research undertaken on behalf of the industry. Eggs now placed in storage are first "oiled", in order to preserve the moisture. It is thus possible to ship "fresh" eggs at a time when actual production is low. Even the dried egg has received careful consideration, and "sugar dried eggs"





Loading eggs in the hold of fast cargo liner.



Egg production is studied at Canadian experimental farm and the number of each hen recorded on its eggs to identify chicks when hatched.

Canadian egg display in dairy show.

"Candling" eggs at Swift Current, Saskatchewan, where six girls candle, grade and case more than 1.5 million eggs a year.



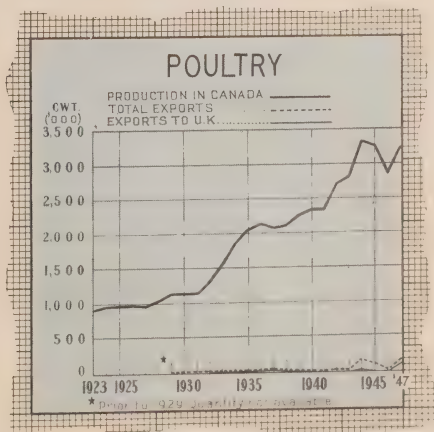


Canada's poultry population totals over 90 million, of which 86 million consist of hens, cocks and chickens. Canada shipped 15 million pounds of dressed and undressed poultry to 17 countries in 1947, of which 12 million pounds went to Great Britain.

are now made available to the British baker. Of 12,867,000 pounds exported in 1947 to nine countries, 12,735,000 pounds went to the United Kingdom. Shipments of shell eggs in the same period totalled 58,126,000 dozen, of which 56,454,000 dozen were shipped to Britain. On the basis of population, Canadian hens supply each man, woman and child in Great Britain with nineteen eggs and 5.6 pounds of sugar dried eggs per annum.

POUULTY-MEAT production rose rapidly during the war to meet the unprecedented domestic and export demand, the number of hens, cocks and chickens on Canadian farms increasing from 55,700,000 in 1939 to a peak of 79,700,000 in 1944. Whereas there were only six poultry processing plants in Canada at the outbreak of hostilities, there are now over two hundred modern plants in operation. Grades have been established for dressed poultry, and packaging has been perfected to the point where Canadian dressed poultry can hold its own with comparable grades anywhere in the world. Canada shipped 15 million pounds of dressed and undressed poultry to seventeen countries in 1947, of which 12 million pounds went to Great Britain.

Canada proved her ability to serve the British market during the war in the capacity of butcher, baker and grocer, in some cases providing foodstuffs in excess of the quantities for which production was planned and contracts made. She is now making every effort to keep her good customers, to provide them with food of the highest possible standard and to furnish this in the desired quantities at regular intervals. British and Canadian consumers benefit equally from the technical advances that have been made in the production of foodstuffs — advances which contribute to the creation of a higher standard of living in both countries.





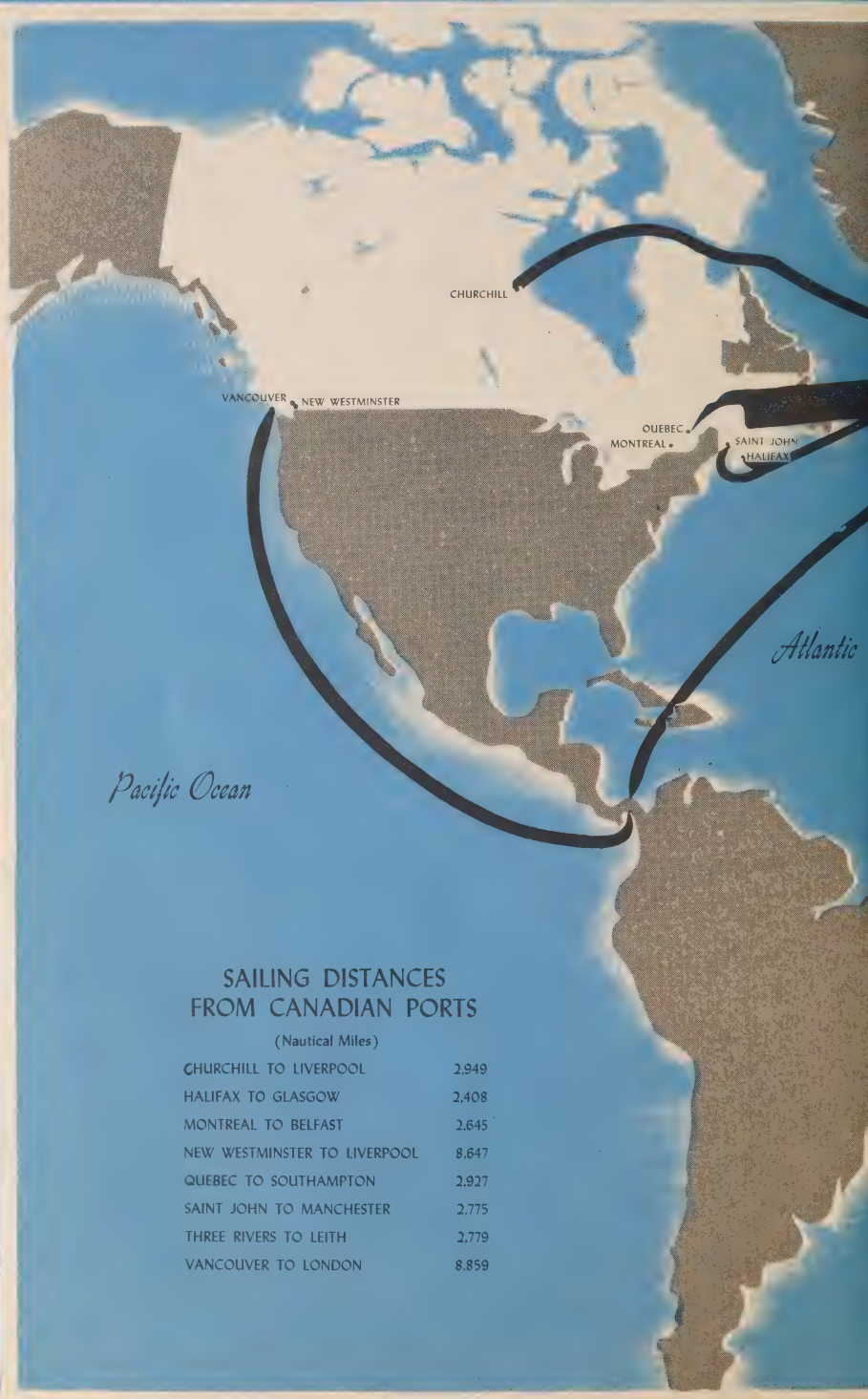
Fully formed chicks look out upon the world 21 days after eggs are laid and placed in an incubator.

Grades have been established for dressed poultry and packing perfected.

Poultry on display indicates desirability of buying by grade.

Eviscerated poultry is attractively packaged for the housewife.





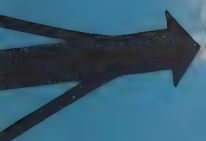
Pacific Ocean

Atlantic

SAILING DISTANCES FROM CANADIAN PORTS

(Nautical Miles)

CHURCHILL TO LIVERPOOL	2,949
HALIFAX TO GLASGOW	2,408
MONTREAL TO BELFAST	2,645
NEW WESTMINSTER TO LIVERPOOL	8,647
QUEBEC TO SOUTHAMPTON	2,927
SAINT JOHN TO MANCHESTER	2,775
THREE RIVERS TO LEITH	2,779
VANCOUVER TO LONDON	8,859



Ocean

PERCENTAGE OF IMPORTED FOODSTUFFS OBTAINED FROM CANADA

EACH SYMBOL = 10%

imports are shown in black

percentage of total imports 54%

Wheat and flour



Bacon



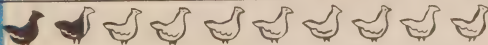
Cheese



Eggs



Poultry



Principal Sources of Supply

British Imports of Bacon

Total imports—	1938	1946	1947
Volume..... Cwts.	6,867,915	3,502,420	2,634,806
Value..... £	30,920,940	23,003,062	20,946,042
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	1,275,301	2,576,299	1,962,454
Eire.....	536,773	2,498
Sweden.....	251,048
Denmark.....	3,389,192	801,060	651,482
Netherlands.....	514,290	16,074
United States.....	42,821	115,719	76
Argentina.....	29,791	1	38

British Imports of Poultry, Fresh, Chilled or Frozen

Total imports—	1938	1946	1947
Volume..... Cwts.	440,718	309,389	590,002
Value..... £	1,706,473	3,746,510	6,999,066
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	12,501	10,296	107,479
Australia.....	1,601	28,478	82,398
Eire.....	101,823	161,146	125,875
Hungary.....	150,368	8,508	97,920
Yugoslavia.....	41,749	3,577
United States.....	2,982	30,608	41,190
Argentina.....	22,663	67,196	98,418

British Imports of Wheat

Total imports.....	1938	1946	1947
Volume..... Cwts.	101,626,356	67,443,436	83,907,988
Value..... £	38,627,554	66,287,225	91,386,027
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	28,830,526	57,688,002	68,785,527
Australia.....	30,995,228
United States.....	15,805,289	7,524,719	6,930,655
Argentina.....	5,810,656	2,230,715	7,744,430

British Imports of Apples

Total imports—	1938	1946	1947
Volume..... Cwts.	7,067,523	1,836,709	1,512,751
Value..... £	6,015,173	3,784,562	3,445,469
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	3,006,589	1,271,017	663,145
Australia.....	1,502,504	370,459	114,947
New Zealand.....	407,285	100,617
United States.....	1,558,744	54,399	610,831

British Imports of Oats

Total imports—	1938	1946	1947
Volume..... Cwts.	1,575,721	2,096,130	2,118,267
Value..... £	537,520	2,012,889	2,266,392
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	1,479,701	1,510,191	1,968,609
United States.....	2	149,658
Argentina.....	28,680	585,917

Principal Sources of Supply

British Imports of Cheese

Total imports—	1938	1946	1947
Volume.....Cwts.	2,927,326	4,072,955	3,830,029
Value.....£	9,681,245	26,208,693	31,512,081
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	677,737	1,004,945	458,024
Australia.....	237,276	365,348	318,377
New Zealand.....	1,639,401	1,642,452	1,654,408
Denmark.....	19,371	33,836	93,765
Netherlands.....	202,474	67,568
France.....	11,434	15,893	27,210
United States.....	6	983,391	1,205,345

British Imports of Shell Eggs

Total imports—	1938	1946	1947
Volume.....1,000 doz.	276,977	81,330	115,822
Value.....£	12,374,548	9,286,567	13,481,050
Principal sources—		Thousands of dozens	
Canada.....	1,500	38,480	55,471
Eire.....	22,183	18,353	13,221
Australia.....	10,099	14,665	14,523
Denmark.....	95,110	8,420	21,629
Netherlands.....	59,324	6,459
Argentina.....	7,271	674

British Imports of Dried Eggs

Total imports—	1938	1946	1947
Volume.....Cwts.	6,357	914,665	673,759
Value.....£	70,650	30,783,856	23,763,730
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	109,880	110,453
Australia.....	24,570	35,603
United States.....	704,380	521,555
Argentina.....	2	52,229	5,980

British Imports of Flour

Total imports—	1938	1946	1947
Volume.....Cwts.	7,676,749	10,704,709	17,883,680
Value.....£	3,979,988	13,579,298	27,309,070
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	3,652,616	9,451,600	13,218,766
Australia.....	2,930,469	59,307	2,023,796
United States.....	395,242	981,700	2,641,090
Argentina.....	389,314	210,694

British Imports of Canned Salmon

Total imports—	1938	1946	1947
Volume.....Cwts.	1,151,829	859,120	666,732
Value.....£	4,616,019	6,640,492	6,679,683
Principal sources—	Cwts.	Cwts.	Cwts.
Canada.....	155,679	512,796	207,938
Soviet Union.....	300,608	25,434
United States.....	299,373	346,322	433,270

British Imports of Foodstuffs

	(Cwts.) 1947	(Cwts.) 1946	(Cwts.) 1938
Wheat.....	83,907,988	67,443,436	101,626,356
Wheat flour.....	17,883,680	10,704,709	7,676,749
Barley.....	2,258,939	2,195,103	19,875,622
Oats.....	2,118,267	2,096,130	1,575,721
Oat products.....	187,822	65,483	596,753
Beans.....	542,060	688,410	955,591
Beef.....	9,899,404	7,815,179	2,542,390
Mutton and lamb.....	8,530,791	8,225,237	6,888,837
Bacon.....	2,634,806	3,502,420	6,867,915
Ham.....	1,601	72,519	664,321
Pork.....	286,938	1,597,505	1,180,866
Pork offal.....	147,770	179,237	11,606
Butter.....	4,325,825	4,226,681	9,517,913
Cheese.....	3,830,029	4,072,955	2,927,326
Poultry.....	590,002	309,389	440,718
Shell eggs (converted).....	1,357,568	953,086	3,245,824
Dried eggs.....	673,759	914,665	6,357
Frozen eggs.....	268,742	307,462	937,154
Condensed milk (unsweetened).....	1,184,324	1,721,287	316,306
Casings.....	98,476	48,219	101,046
Apples (fresh).....	1,512,751	1,836,709	7,067,523
Other fruits (fresh).....	16,297,830	10,448,936	22,470,375
Canned fruits.....	1,687,089	634,372	3,997,029
Onions.....	3,856,137	1,547,104	4,572,643
Potatoes.....	2,666,067	153,515	2,923,124
Canned tomatoes.....	311,137	456,211	926,837
Vegetables (preserved, all sorts).....	797,801	248,174	143,890
Canned foods, (not specified).....	114,360	8,574	561,958
SO-2 fruits, pulp.....	514,295	531,030	455,806
Jams.....	744,670	633,910	63,674
Canned salmon.....	666,732	859,120	1,151,829
Total.....	169,897,660	134,496,767	212,290,059

British Imports of Foodstuffs from Canada

	(Cwts.) 1947	% of total imports	(Cwts.) 1946	% of total imports	(Cwts.) 1938	% of total imports
Wheat.....	68,785,527	81.9	57,688,002	82.5	28,830,526	28.3
Wheat flour.....	13,218,766	73.9	9,451,600	88.2	3,652,616	47.5
Barley.....	5,466,607	27.5
Oats.....	1,968,609	92.9	1,510,191	72.0	1,479,701	93.9
Oat products.....	474,978	745,368	494,733	82.9
Beans.....	57,605	10.6	14,297	2.0	254,412	26.6
Beef.....	292,543	2.9	1,182,474	15.1	14,783
Mutton and lamb.....	22,996	0.2	92,181	1.1
Bacon.....	1,962,454	74.4	2,576,299	73.5	1,275,301	18.5
Ham.....	1,265	79.0	38,092	52.5	232,079	34.9
Pork.....	2,568	8,663
Pork offal.....	14,023	9.5	19,832	11.0	1,232	10.6
Butter.....	30,017
Cheese.....	458,024	11.9	1,004,945	24.6	677,737	23.1
Poultry.....	107,479	18.2	10,296	3.3	12,501	2.8
*Shell eggs (converted).....	640,285	47.1	450,938	47.3	17,578	0.5
Dried eggs.....	110,453	16.3	109,880	11.9
Frozen eggs.....	14,145	5.2
Condensed milk (unsweetened).....	245,557	20.7	255,826	14.8	179,288	56.6
Casings.....	6,183	6.3	4,508	9.3	7,986	7.8
Apples (fresh).....	663,145	43.8	1,271,017	69.2	3,006,589	42.5
Canned fruits.....	101,497	6.0	38,637	6.0	193,085	4.8
Potatoes.....	1,500,000	56.3
Canned tomatoes.....	28,157	9.0	215,931	47.3	176,034	18.9
Tomato products.....	196,214	206,878	79,879
Vegetable products.....	5,446	6,321	19,039
Canned foods (not specified).....	12,225	10.5	480,570	85.5
SO-2 fruits, pulp.....	70,733	13.7	41,872	7.9	26,980	5.9
Canned salmon.....	207,938	31.2	512,796	59.6	155,679	13.4
Total.....	91,166,247	53.6	77,450,749	57.5	46,773,615	22.0

*Shell eggs converted at average of 1¾ ounces.

Canadian Foreign Trade Service
in
United Kingdom

A. E. Bryan, Commerical Counsellor for Canada
Canada House, Trafalgar Square, London

R. P. Bower, Commercial Secretary for Canada
Canada House, Trafalgar Square, London

W. B. Gornall, Commercial Secretary (Agriculture)
Canada House, Trafalgar Square, London

R. W. Blake, Assistant Commercial Secretary (Agriculture)
Canada House, Trafalgar Square, London

M. J. Vechsler, Canadian Government Trade Commissioner
Martins Bank Building, Liverpool

J. L. Mutter, Canadian Government Trade Commissioner
200 St. Vincent Street, Glasgow

H. L. E. Priestman, Canadian Government Trade Commissioner
36 Victoria Square, Belfast

Miss M. Armstrong, Supervisor of London Branch
Canadian Government Exhibition Commission, Canada House,
Trafalgar Square, London

Photographs and charts appearing in this brochure are reproduced by courtesy of:

Department of Agriculture—Ottawa
Dominion Bureau of Statistics—Ottawa
National Film Board—Ottawa
Malak—Ottawa

Ottawa—Edmond Cloutier, C.M.G., B.A., L.Ph.
King's Printer and Controller of Stationery, 1948



